ABSTRACT

A variable universal life insurance product that includes a death benefit and associated investment vehicles is selectively offered. A life insurance policy chassis is provided by an insurance company to an asset manager. The asset manager combines the life insurance policy chassis with one or more associated investment vehicles managed by the asset manager to form a variable universal life insurance product. The asset manager selectively makes the insurance product available to respective clients of the asset manager. The insurance company providing service for the death benefit and the asset manager providing service for the associated investment vehicles.